

Seasons Greetings



REEL 1

1. Mattel Hall Street Site
2. Gruher Memorial Park
3. Film and Cameras
Front to Back: Eunice Hinkle, Betty Jones, Monte Poe
4. Film Processing
Front to Back: Joan Lane, La'Marcia Jones, Mike Panchot, Ralph Bundy
5. Film Editing
Left to Right: Jerrie Wyatt, Joyce Dan, Denia Wichpe, Beverly Schmitz
6. Reel Punch
Freda Gregory, Dewane Stone
7. Reel Room
First Row: L-R: Cindy Fagaly, Rosa Gutierrez, Cheryl Stroeder, Ellen Hale
Second Row: Lonnie Johnson
Third Row: L-R: Karen Fisher, Vi Schwetzer, Linda Thomas, Darlene White, Judy Adams, Donna Bell

Reel 2

1. Print Shop
L to R: Steve Haugen, Kenny Purvine
2. Swing Shift Manufacturing
Front to Back: Guadalupe Gonzalez, Ruby Peterson, Millie Lingle
3. Missing from their department photo.
L to R: Alla Gavrilin, Reel Room, Kim Larson, Reel Room, Tom Pfaff, Maintenance
4. Maintenance and Tool Room
L to R: Ray Argyle, Larry Godfrey, John (EZ) Ezelle on the Harley, Rick McCracken, Alan Eschright
5. Warehouse
L to R: Bob Schwinof, Joe Pell
6. Security
Second row: L to R: Elmer Henderson, Leo Shults and Barney, Charles Malet
First row: L to R: Dick Chase, Ron Koenig
7. Engineering and Quality Control
L to R: Bob Erickson, Al Belliveau

Reel 3

1. Human Resources
L to R: Joan Hutchison, Pat Oles, Joan Dugan
2. Materials
L to R: Judy Prentice, Gordon Ringer, Joyce Schneider
3. Finance
L to R: Judi Hammock, Geoff Boice, Kathy Congdon
4. General Management
Carol Robinson, Dan Nottage
5. Retail Products
6. Scenic and Custom Reels
7. Our 60th Anniversary

Missing

Charles Carrington, Ron Nielson, Betty Kemmer,
Clarence Larson, Tony Newell

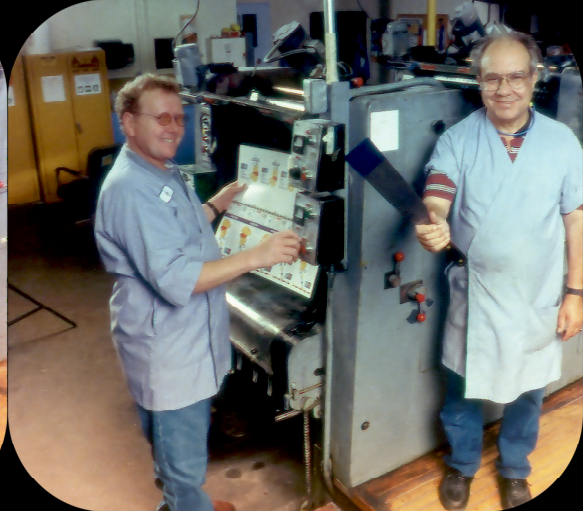
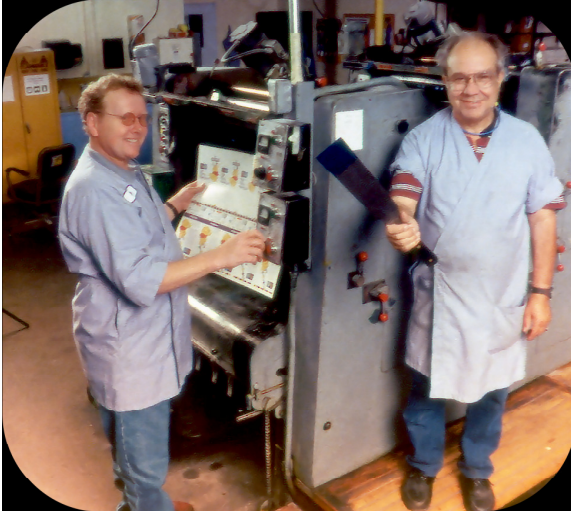


**Happy Holidays from
Mattel Portland**

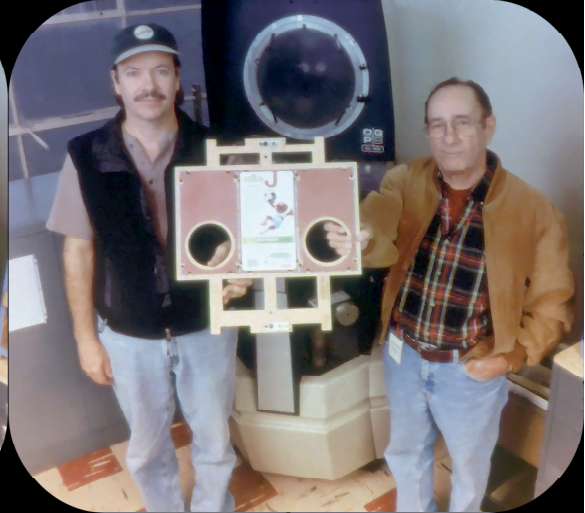
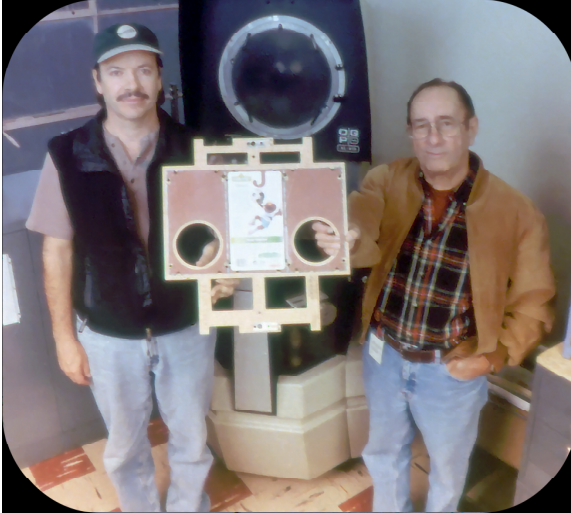
"Planet Earth's Home of View-Master 3D Reels"















This is a greeting card produced by Mattel for its workers in 1999 to commemorate the 60th anniversary of View-Master. In 2001 the plant in Portland was shut down due to toxic waste problems and the manufacture of View-Master reels was moved to Mexico. The smiling employees do not betray the fact that there was carcinogenic toxic waste in the drinking water of the plant.

This is probably the last set of 3D pictures available of the plant because the buildings have been torn down and the water tower was finally demolished in 2005 to make way for a shopping center. As of 2015 there are still a few of these greeting cards available that were never sent out. Unfortunately the pictures had already shown signs of reddening due to the inferior film stock used after 1976. The pictures shown in this document were color corrected and scanned to 4k+ resolution. The pictures have been refocused and noise reduced, but due to the deterioration the results were not as good as I would have liked. When new, the original pictures may have had a slightly reddish cast so the final results may not be exactly like the originals.

If the pictures are printed and trimmed to 7 inches width they can be viewed in a Holmes-Bates stereoscope. Holmes-Bates stereoscopes are available used or new as kits or finished products at various stores on the web. As of April 2015 3DStereo.com has both viewers and copies of this greeting card for sale.

The last picture in the set has a sign which is obviously a lenticular 3D print. It should have been placed at the optimum angle for good 3D display.

J. Clement - 2015